

100

Log in name 110
Password 115
Log in 120
Forgot Your Password?
Problems Signing In?
New User?
Register Here! 105
AboutMe.com

FIG. 1A

130

Welcome to My AboutMe Registration.
To join AboutMe, please take a few minutes to register as an AboutMe Member.
(*required fields)
Log-in name 135
Password 140
Confirm Password 145
Primary Email Address 150
First Name 155
Last Name 160
Address 165
City 170
State/Province 175
Zip/Postal code 180
Country 185
Your Age Range 190
Next >
AboutMe.com

FIG. 1B

200

A screenshot of a web browser displaying the 'AboutMe.com' 'Personal Content' form. The browser's address bar shows 'http://www.aboutme.com'. The page has a navigation bar with links: Home, View Messages, Edit Profile, and Logout. The form is titled 'Personal Content for AboutMe.com' and contains several sections:

- 1. Gender:** Radio buttons for Male (M) and Female (F). The Male button is selected.
- 2. Marital Status:** Radio buttons for Single, Married, and Divorced. The Single button is selected.
- 3. Occupation:** A dropdown menu labeled '-select-'.
- 4. Education:** A dropdown menu labeled '-select-'.
- 5. Annual Household income:** A dropdown menu labeled '-select-'.
- 6. What model car do you drive?:** A dropdown menu labeled '-select make-' and another labeled '-select year-'.
- 7. Do you own or rent your home?:** Radio buttons for Own and Rent. The Own button is selected.
- 8. How many hours do you spend browsing the internet?:** A dropdown menu labeled '-select-'.
- 9. How often do you shop on the Internet?:** Radio buttons for Once a week, At least once a month, and Never. The Once a week button is selected.
- 10. What do you buy most often?:** Checkboxes for Books, DVDs, Music CDs, Electronics, Fashion, Toys, Travel, Sports Equipment, and Next. The Electronics, Toys, and Next checkboxes are checked.

FIG. 2A

250

A screenshot of a web browser displaying the 'AboutMe.com' 'Contact Me' form. The browser's address bar shows 'http://www.aboutme.com'. The page has a navigation bar with links: Home, View Messages, Edit Profile, and Logout. The form is titled 'Contact Me' and contains several sections:

- Select a Preferred Contact Mode:** A dropdown menu.
- Contact me Directly:** Checkboxes for Email, SMS, Instant Messenger, Keep Messages on Server, and Block me from all content. The Email checkbox is checked.
- Email:** A text input field containing 'johndoe@yahoo.com'.
- SMS:** A text input field.
- Instant Messenger:** A text input field.
- Keep Messages on Server:** A text input field.
- Block me from all content:** A text input field.
- Save:** A button.

FIG. 2B

300

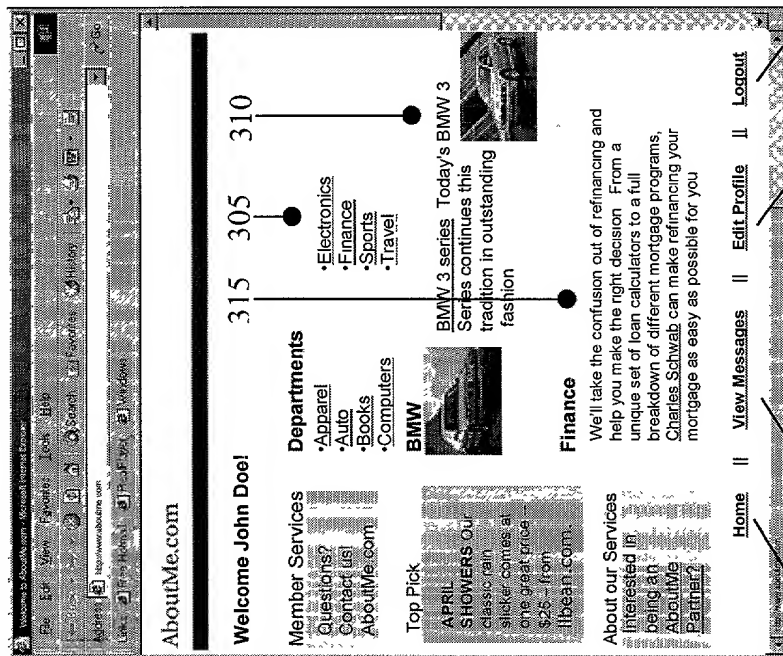


FIG. 3A

320

325

330

335

340

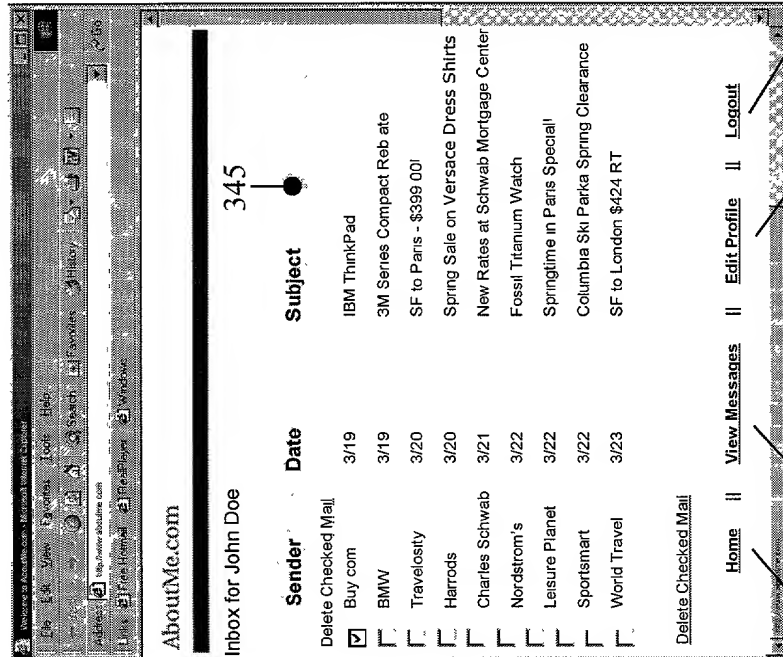


FIG. 3B

320

325

330

335

350

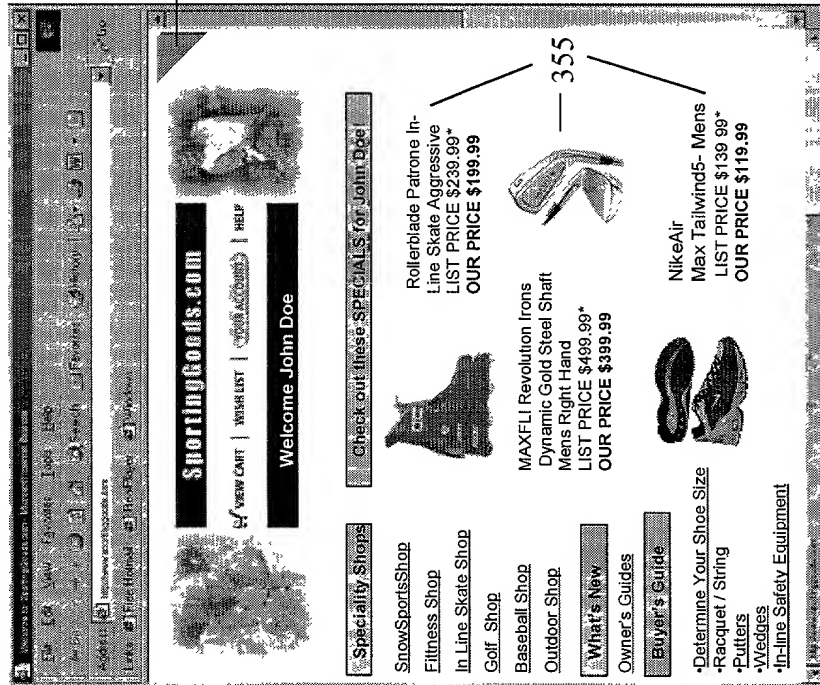


FIG. 3C

365

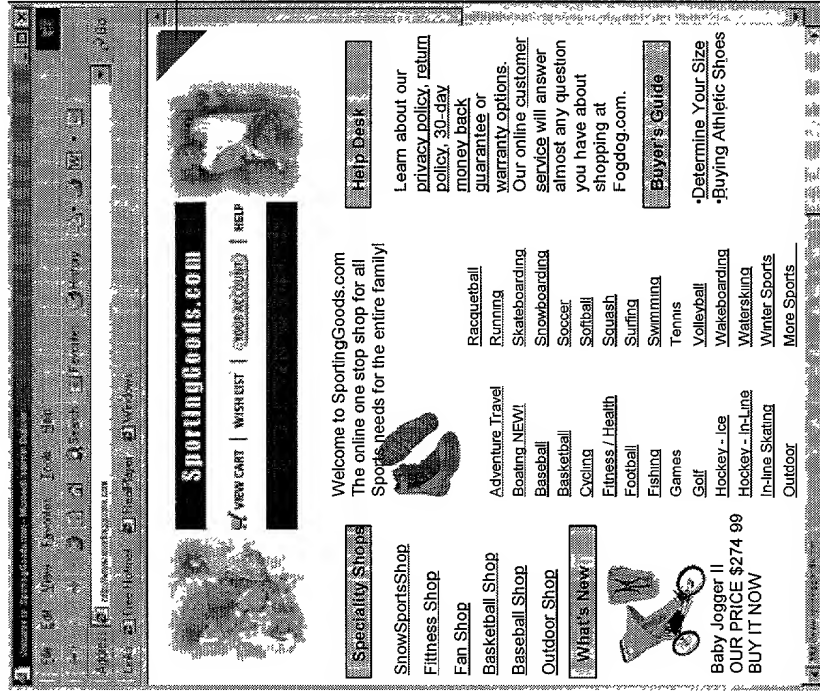
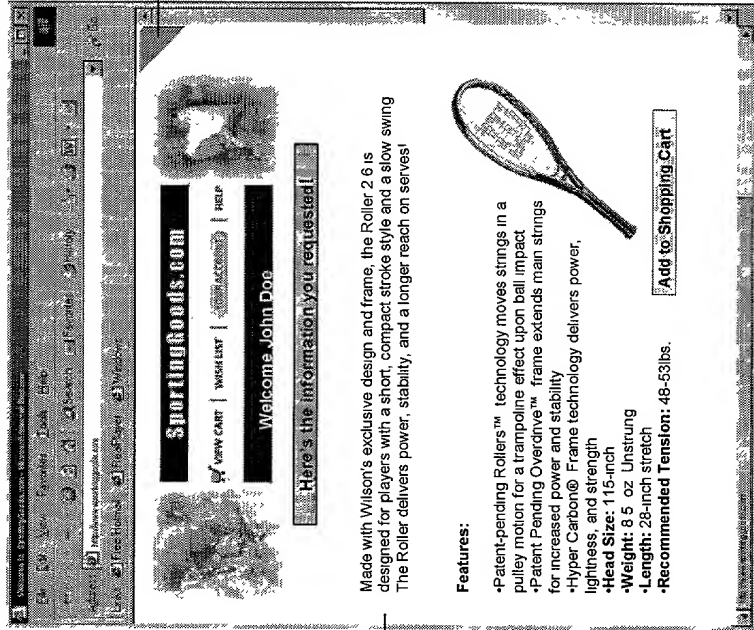


FIG. 3D

375



380

385

FIG. 3E

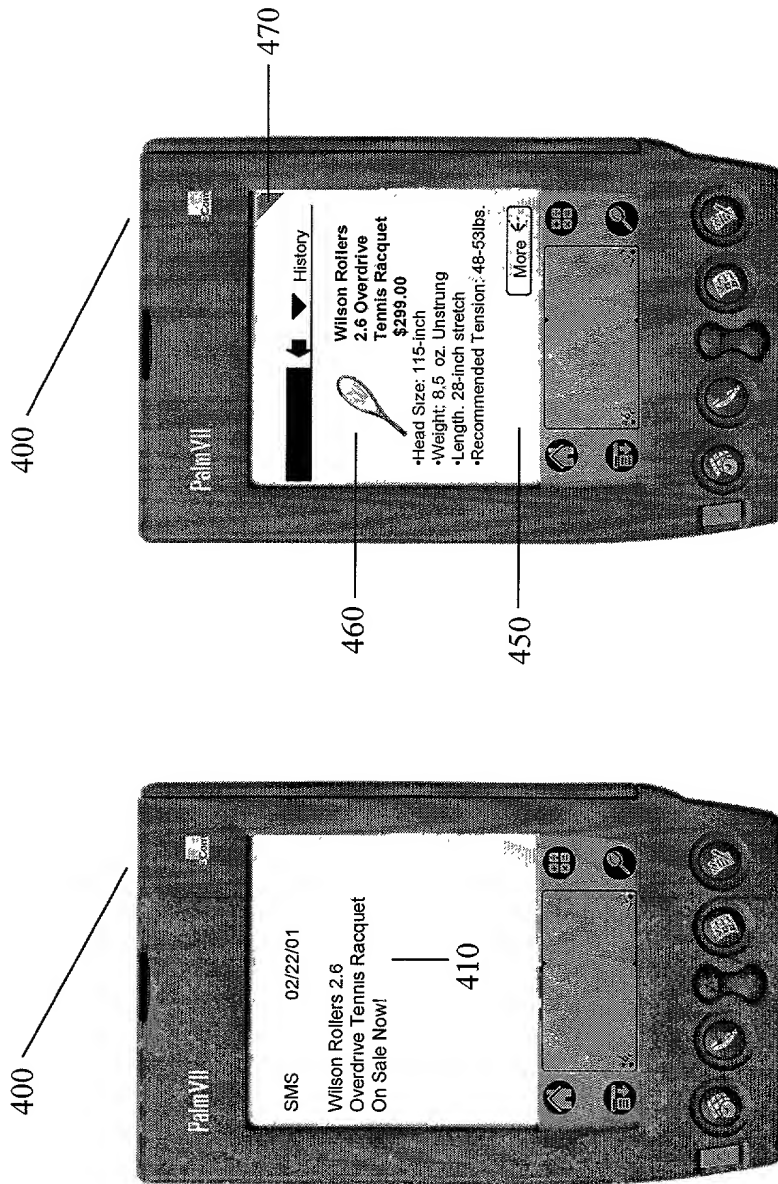


FIG. 4A

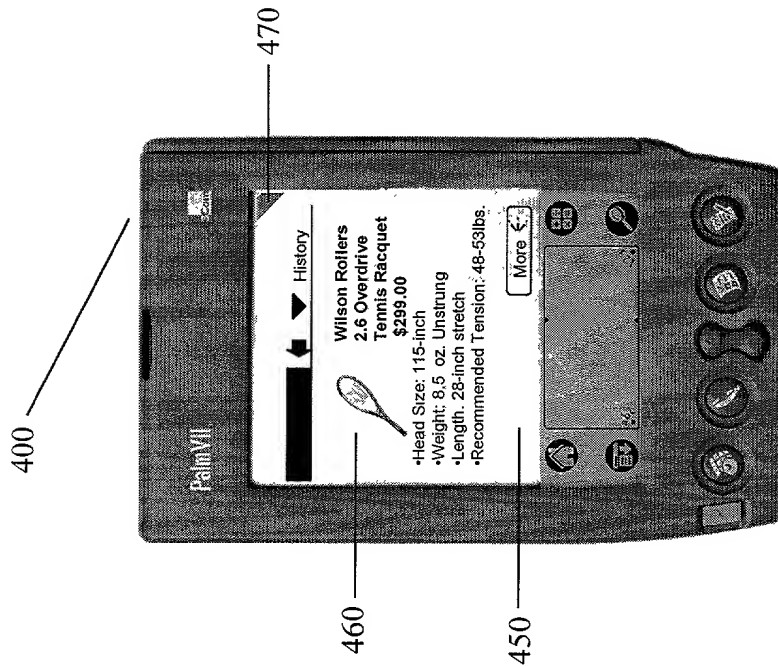


FIG. 4B

Use Case 1

1. The user goes to SportingGoods.com, an AboutMe.com enabled online store. This is signified by a green triangle at the top left of the page. The user is recognized as a registered AboutMe.com member and is delivered personalized content.

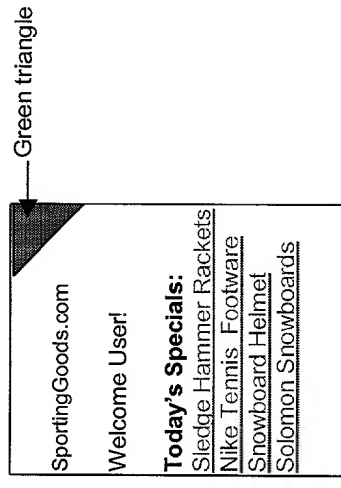


FIG. 5A

Use Case 2

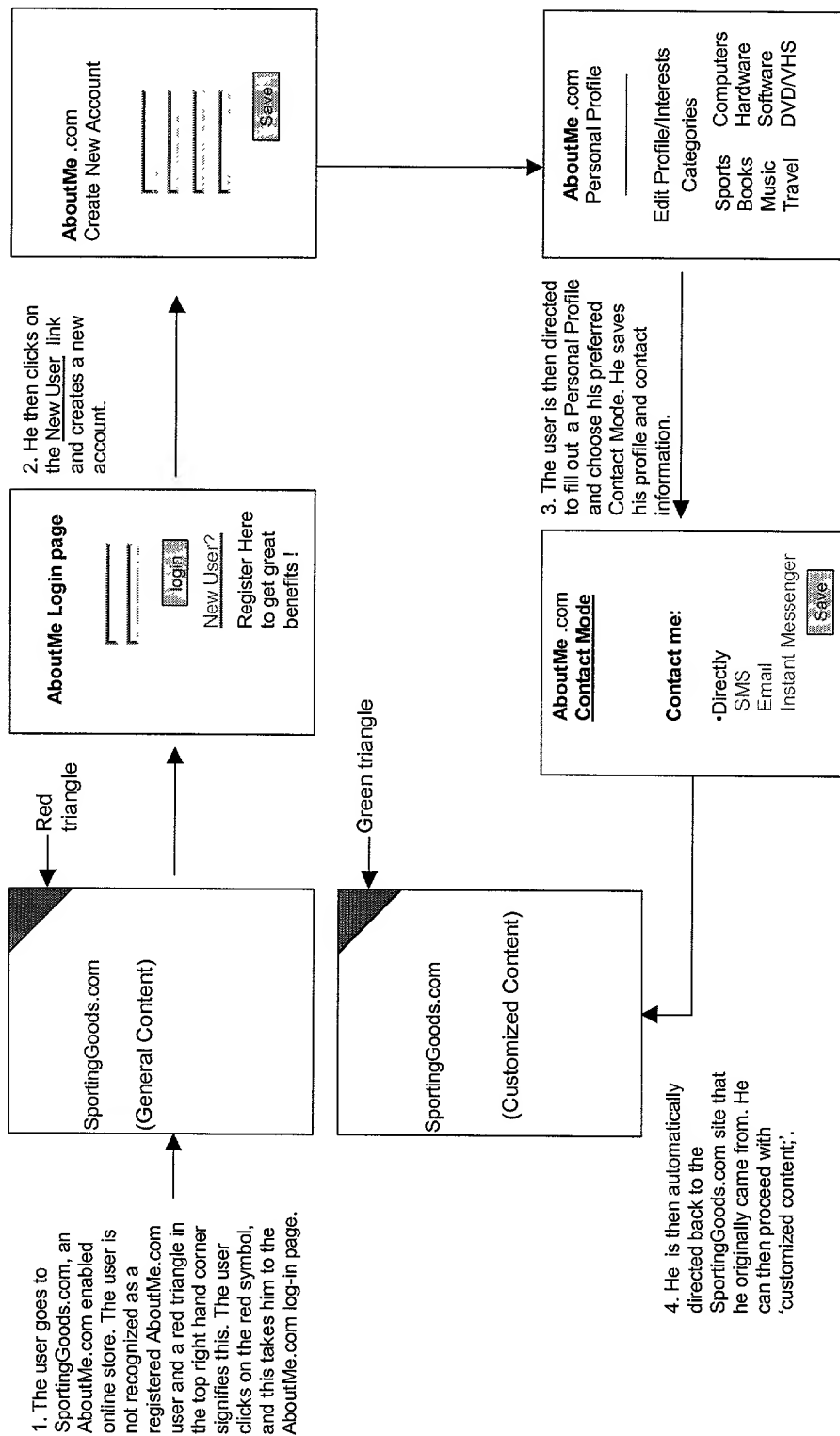


FIG. 5B

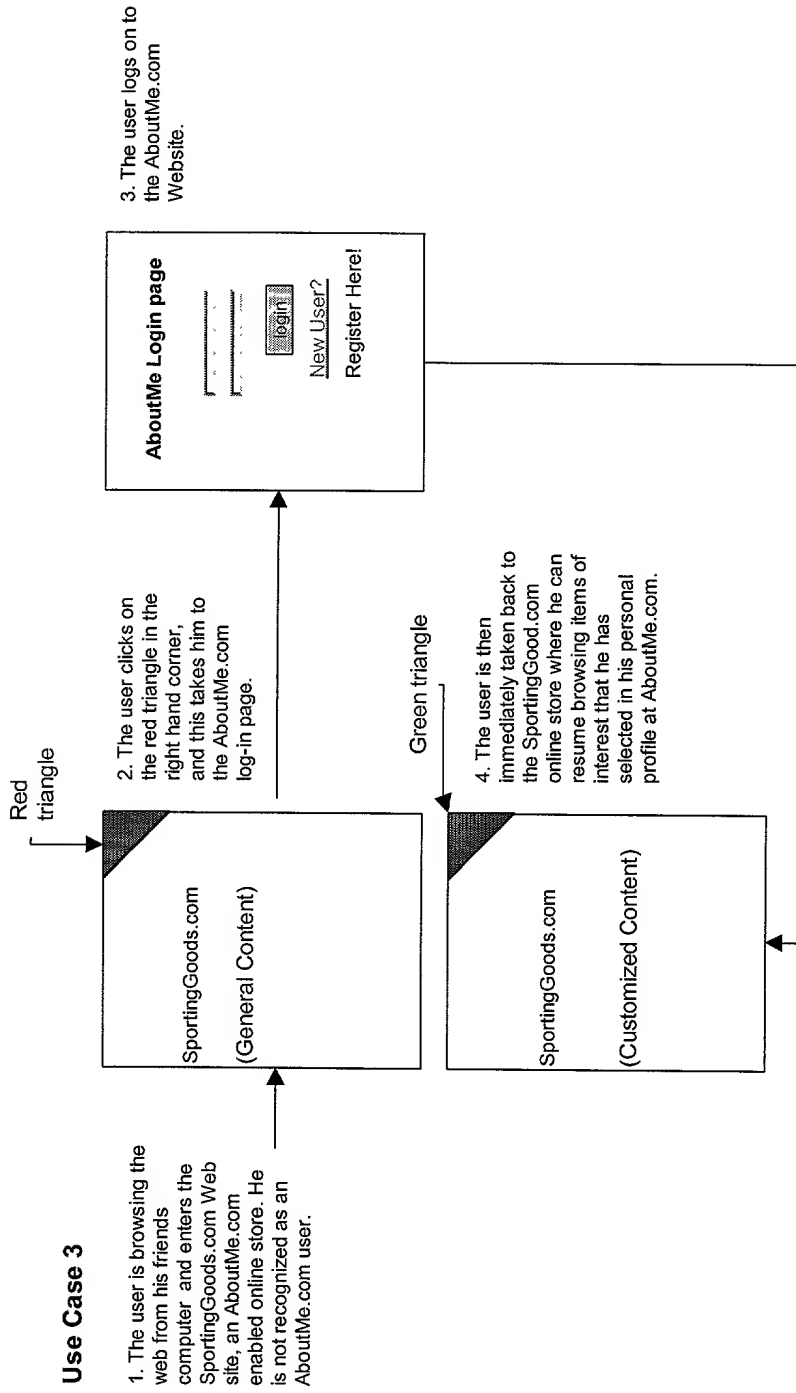
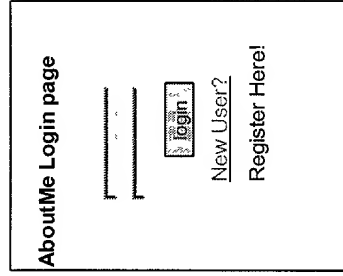


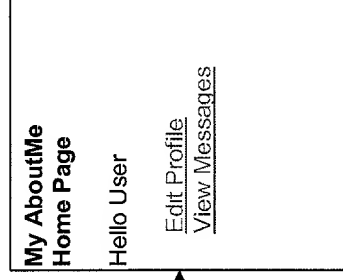
FIG. 5C

Use Case 4

1. The user wants to check his messages or edit his profile on the AboutMe.com website. He wants to check if any merchants are attempting to contact him through his AboutMe.com email and he needs to update his personal information profile. At his computer he logs directly onto the login screen.



2. The user is taken to his AboutMe.com homepage. Here he can view messages or edit his personal profile. He clicks on the View Messages link.



3. The user is then directed to an web-based message client on AboutMe.com. He reads his messages and has the option to delete any of them. The messages may include the URL to the merchants Web site that the user can follow. The user also has the option to log out or return to his AboutMe.com homepage.



FIG. 5D

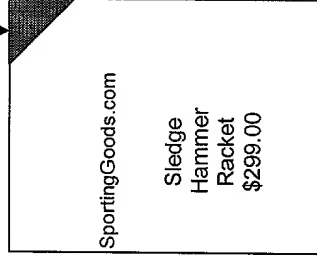
Use Case 5

1. The user specified an interest in tennis rackets in the User Profile section of AboutMe.com. He also requested that SMS be his mode of contact for tennis racket information. As a result of a marketing campaign at SportingGoods.com, the user gets a message via SMS on his PalmVii notifying him that SportingGoods.com has a great sale on top of the line Tennis Rackets.



2. The user goes directly to SportingGoods.com either directly from his PalmVii or he can wait and visit the site from his home computer.

Green triangle



3. Either way, he will visit the site and have instant recognition. Once at the SportingGoods.com site the profiled racket is presented to the user and the user makes the purchase.



Green triangle

FIG. 5E

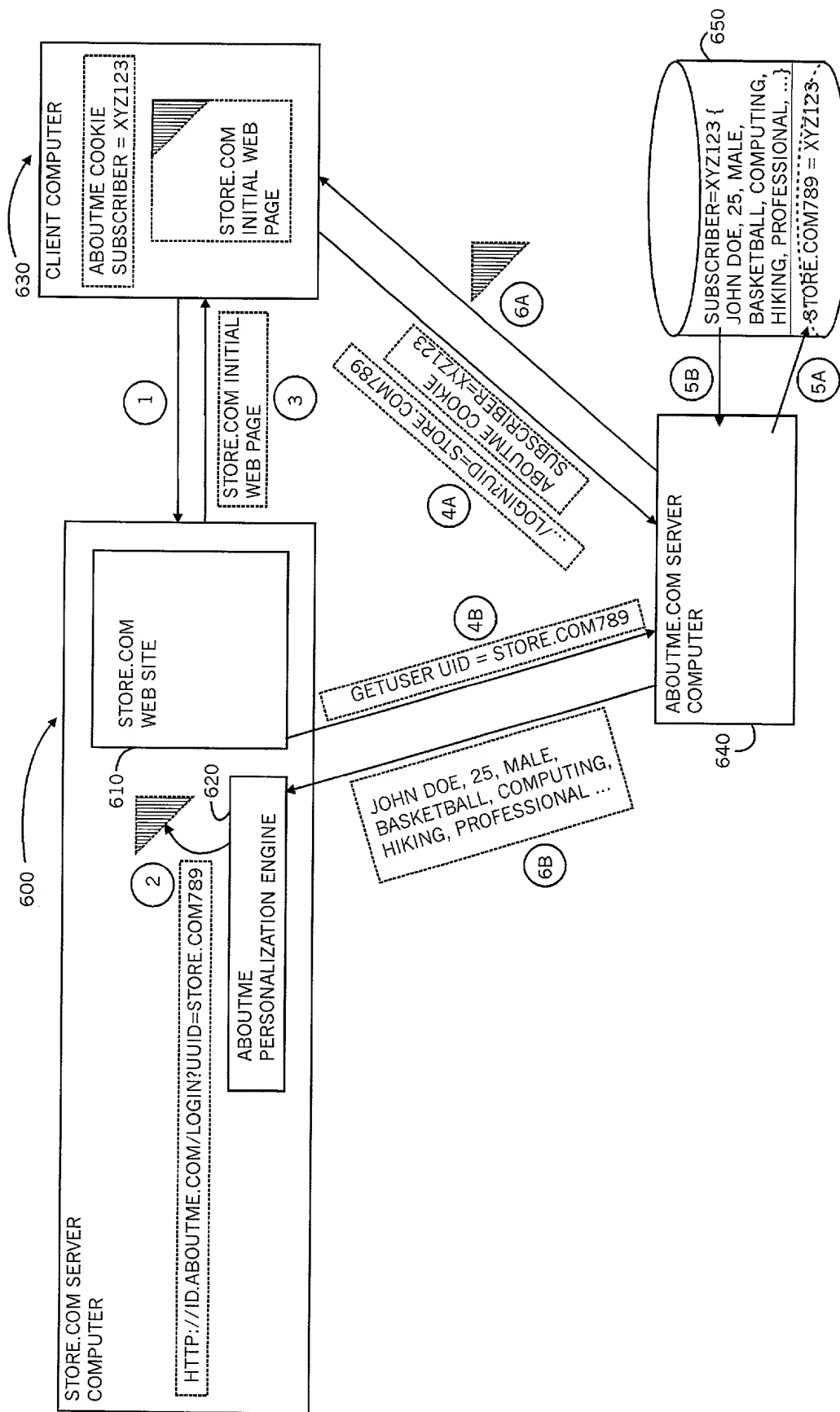


FIG. 6

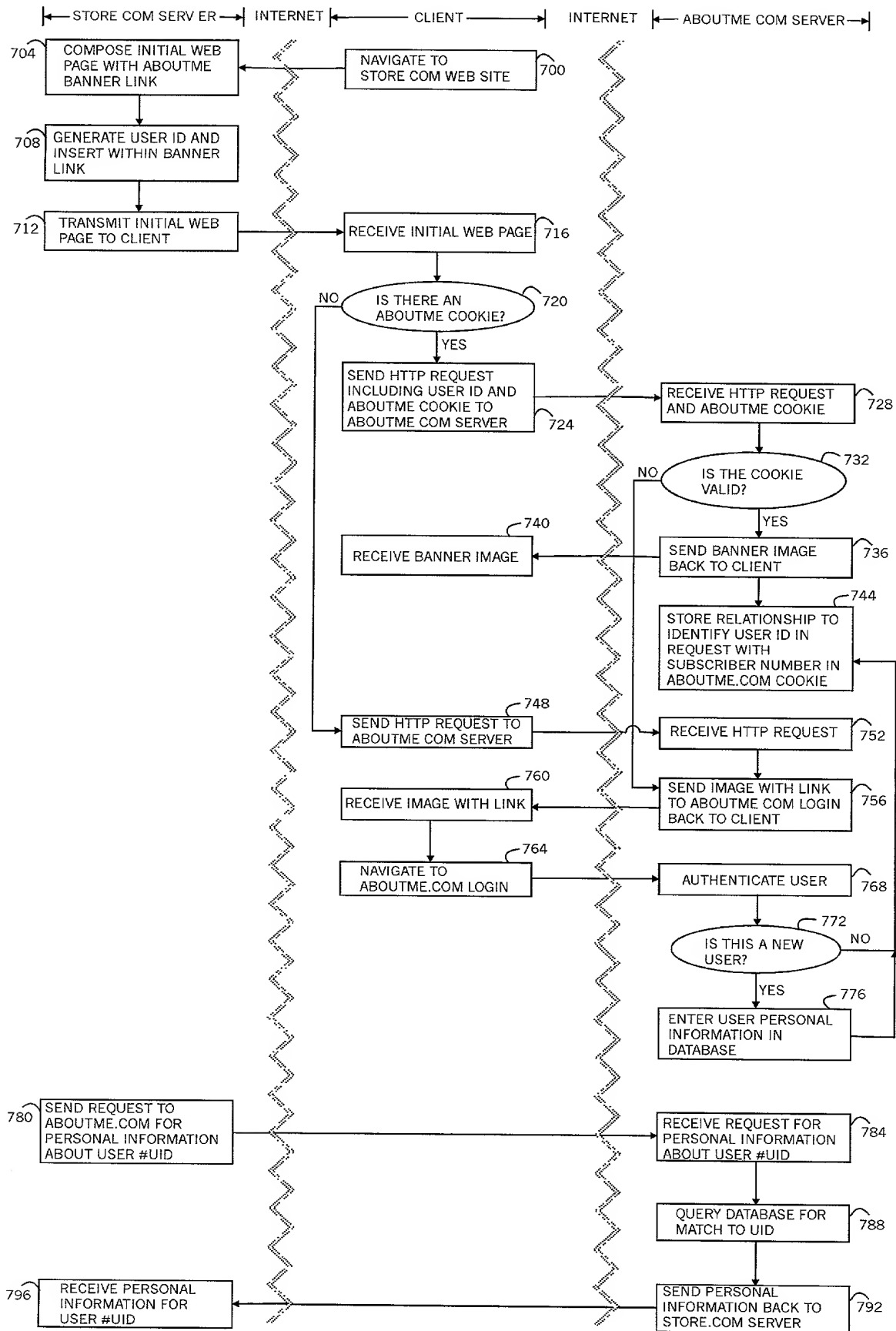


FIG. 7